

BUDGET SUPPLEMENT NO: 6

May 24, 2007

SUBJECT: Outside Group Funding Request from Junior Achievement of Silicon Valley and Monterey Bay for K-12 Work Readiness and Economics Education

BUDGET SUPPLEMENT REQUEST SUMMARY

Junior Achievement of Silicon Valley and Monterey Bay (JA), an independent, nonprofit community-based organization that helps young people understand economics and the world of work, has submitted a funding request to the City for \$10,740 for FY2007/08. In partnership with business and educators, JA educates young people from kindergarten through high school about economics and the workplace. Approval of the funding request would provide \$10,740 to JA for providing this training to Sunnyvale students. JA began receiving supplemental funding through the City's Outside Group Funding Program in FY2001/02.

BACKGROUND

On April 11, 2006, Council approved a new funding process for evaluating City funding requests from organizations that do not qualify for Community Development Block Grant funding, which are defined as those that do not provide supportive services to a specific group of people, at least 51% of whom have low to moderate incomes. The new process stipulates that these funding requests be considered as part of the City's Special Projects Funding process, which is part of the City's Capital Budget process. Groups seeking funding support from the City will be processed by the department most appropriate to the group's services. Funding requests must be submitted annually.

Consistent with the process, on April 12, 2007, JA submitted a funding proposal to the City requesting \$10,740 for FY2007/08. (See Attachment A, *Junior Achievement Request for Outside Group Funding Application*.) The Office of the City Manager submits this request for Council consideration as part of the City's FY2007/08 budget deliberations. The following table presents the City's past funding provided to JA:

Year	City Funding
FY2006/07	\$9,292
FY2005/06	\$11,165
FY2004/05	\$10,000
FY2003/04	\$10,000
FY2002/03	0
FY2001/02	\$10,000

If Council supports the FY2007/08 funding request, staff would develop an *Agreement Between the City of Sunnyvale and Junior Achievement* reflecting the level of support specified by Council.

EXISTING POLICY

Socio-Economic Sub-Element

Socio-Economic Sub-Element Policy H.8 – Encourage programs that assist at-risk youth in obtaining an education and learning job skills.

Council Policy 5.1.3 Human Services – The City ... shall make its best efforts to provide supplemental human services, which include but are not limited to the emergency services, senior services, disabled services, family services, and youth services.

Community Development Strategy – Goal: Work with those agencies responsible for education and job training so as to better prepare our workforce for the future jobs of Silicon Valley.

Council Policy 5.1.3 – Human Services

Council Policy 7.2.4 – Relationships with Outside Groups

City policy addresses outside group funding in several areas. The Socio-Economic Sub-Element deals with funding agencies that address the scope of human needs in the City as they relate to health and social welfare. The Human Services Policy is a direct result of this sub-element. It specifies the framework for meeting the human services needs of Sunnyvale residents, and also emphasizes funding for nonprofit agencies meeting identified human services needs through the use of federal Community Development Block Grant (CDBG) monies. Finally, the policy provides discretion for Council to provide supplemental funding for unmet human services needs when CDBG monies are insufficient.

The Relationships with Outside Groups (RWOG) Council Policy provides a consistent approach, via a Special Agreement, for all non-CDBG-eligible groups to seek City funding support. Groups eligible for supplemental support via the RWOG policy are those that:

“... provide a community service, or promote an informed interest in the City’s objectives, services, facilities and programs for the benefit of its residents and businesses, and/or have [as their] purpose the raising of funds and provision of financial support for the City’s

programs, and comply with the First Amendment, pertinent federal and state laws, as well as City ordinances.”

The RWOOG policy does not specify funding criteria or cite a funding source.

DISCUSSION

JA requests \$10,740 in funding support for FY2007/08 to support programs that link education and the world of work through a sequential K-12 curriculum. Volunteer role models teach the programs during the school day, sharing experiences and exposing students to a cross-section of careers. JA proposes to serve 2,548 Sunnyvale students in the following schools: San Miguel, Nimitz, Ellis, Braly, and Vargas Elementary Schools; Columbia, Sunnyvale, and Peterson Middle Schools; and Fremont and Homestead High Schools.

The City's Employment Development Department offers a variety of related employment and workforce preparedness services for youth, including applicant/interview preparation workshops, *Youth@Work* on-line job listings for youth, the Hire Learning Career Resource Center, and career advisory services. However, these City services focus primarily on workforce placement for job-ready applicants. In contrast, JA's educational programs provide economics and workforce readiness education for all students from kindergarten through high school. The JA program is a collaborative community-based program that has provided a valuable service to City residents for many years. The service is not offered by the City.

SERVICE LEVEL IMPACT

Beginning in FY2001/02, funds from the City for this program have been provided by the General Fund in accordance with the City's Outside Group Funding program. JA training activities are consistent with the City of Sunnyvale's Socio-Economic Sub-Element, but are neither offered by the City nor incorporated into currently budgeted service levels. As a result, there would be no impact to currently budgeted service levels.

FISCAL IMPACT

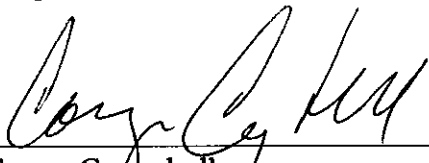
For FY2007/08 the City Manager is recommending \$100,000 of the City's General Fund be used to support outside groups. Competing for these funds are a variety of groups providing social services, recreational services and supporting community engagement.

Approval of Budget Supplement No. 6 would earmark \$10,740 for JA to continue the classroom economics training to Sunnyvale students in FY2007/08. The budget supplement of \$10,740 would be identified in the General Fund for reimbursement to JA for services provided. Should Council approve JA's funding request, staff would draft an Agreement between the City and JA for FY2007/08 identifying the designated funding level for provision of JA's workforce readiness and economics program.

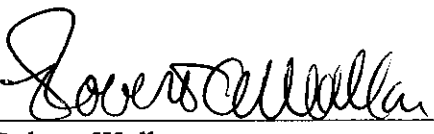
ALTERNATIVES

1. Do not approve the JA funding request for \$10,740.
2. Approve the JA funding request via the \$100,000 Outside Group Funding source set aside for FY2007/08.
3. Other direction as provided by Council.

Prepared by:


Coryn Campbell
Assistant to the City Manager

Reviewed by:


for Robert Walker
Assistant City Manager

Reviewed by:


for Mary J. Bradley
Director of Finance

Approved by:


for Amy Chan
City Manager

Attachment

Attachment A: *Junior Achievement of Silicon Valley and Monterey Bay Request for
Outside Group Funding Application*

City of Sunnyvale
Request for Outside Group Funding for FY2007-08

Sponsoring Organization:	Junior Achievement of Silicon Valley & Monterey Bay
Contact Person:	Elaine Curran
Title:	President
Mailing Address:	3150 De La Cruz Blvd. Suite 103 Santa Clara, CA 95054
Telephone/Fax:	(408) 988-8915
Email:	ecurran@siliconvalley.ja.org

Program Summary:

In the 2007-09 school years, it is anticipated that over 150 role models from business and the community will annually teach nearly 2,600 Sunnyvale youth Junior Achievement curriculum, providing them essential skills for the world of work.

Junior Achievement's programs link education and the world of work through a sequential K-12 curriculum. Volunteer role models teach the programs during the school day, sharing experiences and exposing students to a cross-section of careers. JA's Classroom programs are offered at each grade level enhancing the regular school curriculum with business, economic education and workforce readiness programming including problem solving, teamwork and critical thinking.

JA's Elementary School Programs offer seven sequential themes, each with five hands-on activities teach how the community and world around us works. Seventy-six elementary school classes reaching 1,672 students will be taught in six Sunnyvale schools (San Miguel, Nimitz, Ellis, Braly and Vargas). Middle School Students in grades seven through nine will explore career opportunities, be introduced to personal finance and learn how business operates in the US. Columbia, Sunnyvale and Peterson Middle Schools will host 14 JA classes reaching 392 youth. High school programs at Fremont and Homestead High Schools will reach 300 youth providing essential workforce readiness skills giving students the necessary skills to find and keep a job. Students will match interests to careers, develop resumes, practice job interviews and are encouraged to envision their goals and build a plan for achieving those goals. Groundhog Job Shadow Day provides students the opportunity to spend the day with local employers experiencing first-hand a variety of careers; touring the workplace and shadowing an employee, to learn the responsibilities of the particular job.

Junior Achievement is the only program in existence with a comprehensive K-12 curriculum teaching young people about business, economics and workforce readiness through business and community volunteers helping in the classrooms on a continuous basis, with a defined curriculum.

The City of Sunnyvale Economic Development Division has been a key partner in building the high school program, providing numerous volunteers and leveraging partnerships with the Sunnyvale Chamber and Sunnyvale Rotary Club to offer a career day at Fremont High School. The NOVA

(over)

Workforce Board has joined forces with Junior Achievement in a collaborative partnership designed to significantly increase the number of youth benefiting from direct exposure to Silicon Valley's dynamic job market. A member of NOVA staff is placed at the JA offices to increase job shadow opportunities for youth. Prominent employers and community organizations such as Leadership Sunnyvale, AMD, Lockheed Martin Space Systems Co., Northrop Grumman, Network Appliance and Yahoo! also support the program.

Program Location:

Sunnyvale Schools: San Miguel, Nimitz, Ellis, Braly and Vargas Elementary Schools
Columbia, Sunnyvale and Peterson Middle Schools and Fremont and Homestead High Schools

Performance Indicator(s):

We anticipate the following outcomes in the 2007/08 and 2008/09 school years:

- ▲ 75 elementary school classes will be implemented to serve 1,650 students
- ▲ 85% of elementary school students will say that JA programs taught them about many different kinds of jobs and that it is important to stay in school.
- ▲ 16 middle school classes will be implemented to serve 448 students
- ▲ 75% of middle school students will say that JA programs helped them better understand what it takes to be successful in the future and why they should complete their high school education.
- ▲ 10 high school classes will be implemented to serve 300 students
- ▲ 80% of high school students will say that as a result of participating in JA programs, they have set higher career/education goals, and have a good understanding of the job search process.
- ▲ 5 high school classes will participate in Groundhog Job Shadow Day, serving 125 students
- ▲ Students participating in Groundhog Job Shadow Day will understand the education and skills needed for their host's job.

Total amount requested from City of Sunnyvale: \$ \$10,740

How often does your Board meet? Annually Quarterly Monthly
 Weekly X Other (list 6 times/year)

How many people does your organization serve? 33,500

What percent are Sunnyvale residents? 8.5%

Federal Employer Number 94-1393420

Worker's Compensation Carrier State Compensation Insurance Fund

Policy Number 1293947-06
Effective date of policy: 05/01/08

Surety Bond / Insurance Carrier n/a
Policy Number _____
Effective date of policy _____

Liability Insurance Carrier Wells Fargo Insurance Services
Policy Number 35788663
Effective date of policy 07/01/07

Amount of Liability Coverage	\$ <u>1,000,000</u>
Property Damage (combined with liability)	\$ <u>1,000</u>
Combined Single Limit	\$ <u>1,000,000</u>

Has an audit been performed on the proposing organization's accounting procedures within the last two years? X Yes No

If yes, please name the auditor and submit a copy of the latest audit. Ireland San Filippo

APPLICATION ATTACHMENTS

Attach the following to your completed application:

- Articles of Incorporation
- Agency By-laws
- Current list of Board of Directors, including occupation of each and number of years on the Board
- A letter from the Internal Revenue Service (IRS) stating that the organization is tax exempt under Section 501 (c)(3) or 101(b) of the IRS Code. The IRS letter must contain the proper name and address of the organization, or a copy of the change notice which has been forwarded to them
- A letter from the State of California stating that the organization is tax exempt
- Application Certification (enclosed)

The complete application must be submitted by 5:00pm on Thursday, April 12, 2007 to:

City of Sunnyvale
456 W. Olive Avenue
P.O. Box 3707
Sunnyvale, CA 94088-3707
ATTN: Coryn Campbell – Asst. to the City Manager